

Annotation

This bachelor thesis focuses on erotic fashion photography in marketing communication. The main objective is to give a historical overview of erotic photography in marketing of fashion brands and to identify its critical aspects and their development over time.

The thesis is divided into two parts - theoretical and practical. In the theoretical part, the thesis focuses on the usage of an erotic approach in marketing communication in general. Attention is focused on the definition of sex in advertising, its effectiveness on consumer behavior and aspects that affect its impact on consumers. Furthermore, the thesis focuses on the history of erotic fashion photography in a wide social and artistic context and then introduces the most important personalities of the erotic fashion photography in marketing communication in recent decades. Subsequently, the main critical aspects of the problem are identified. The practical part consists of research. The main research question was to find out whether erotic fashion photography had changed over the past twenty years in magazine Elle in the Czech Republic. The qualitative content analysis was selected as a research method. Research results suggest that erotic fashion photography has changed over the years. The use of erotic appeals and the selection of models are changing.